14 Gregory Hall
Urbana, Illinois

January 21, 1960

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Intended to send you a copy of this, but with a note saying "for your information" —. Something slipped on this somewhere, I fear.

Your conclusion was correct. At the suggestion of several people, like Norman Cousins, Lenny Marks, and others — we did send this to quite a number. Particularly to new foundations, whose area of emphasis is not yet decided. I personally don't put so terribly much faith in this, but thought it might be worth a try.

It was not sent to several with whom we already have appointments: United States Steel Foundation (recommended to Mr. Homer Turner by their San Francisco Director, who knows of our work), etc.

Harley and I leave for a week in New York, January 25 - 29, for conferences of this sort. We are even talking to a couple of professional "fund-raisers" but so far are a bit squeamish about using this, except as a last resort. Shortly after our return, perhaps sometime in February or March, we'd like very much to chat with you over developments since our last (dinner) meeting.

The crux of our problem is this: The Center (White et al) are now going into radio network distribution. Ford had given large funds to the Broadcast Foundation of America (Sy Siegel, George Probst and others), with which they bought duplicating equipment, hired staffs, and had travel funds we could only envy. They (BFA) were effectively squeezing us out of the International area, since they could pay for programs, etc. Then Ford discovered that the numerous groups (NAEB, the Center, BFA) most of which Ford created, were getting in each others' way. Hence they (Ford) exerted their influence (withholding funds to BFA) to get this on-going radio distribution set-up and a whole international relations organization transferred to the Center, including BFA's radio clientele. We were in

essence asked to give up our Network (to the Center), and may have to, since they could squeeze us out with the huge funds at their disposal (for programs which they could distribute for far less than we must charge, and of higher technical quality). The plum which can be held out to our Network members for a better service than we are now funded to provide is a powerful factor.

Besides our resistance to giving up a Kellogg-financed creation to a Ford-created complex, we have a more serious concern: we don't think United States Education should be shaped too much by a Ford-designed pattern (Airborne, continental classroom, the Center, etc.). We have several reservations about this. One: it's bad for communities to say "let Ford do it," and the local tax-roots support for education dry up, instead of being developed. Second: local station development is greatly hampered by this. Duluth plans for an educational TV station, well along, have now been dropped, thanks to the "drama" of Airborne TV. And I fear "education" from a single finance-base, in this case, the Foundation, "steers", picks staff and determines direction more than I feel justified: viz selection of White as President, etc., etc.

In the complex also is John Ivey (whom I like) and the Learning Resources Institute.

As I stated in my first note to the Board, in my new role as President, "I don't propose to preside over the liquidation —." What we have is great loyalties, a sound grass roots base in education itself, the confidence of most professional associations, the Office of Education, etc. But we don't have money. That's now what we're working on.

At a time when we were invited in by Ford for a conference (for announcement of consolidation: BEM to the Center; funds to the Center for Radio Network, etc.) if Harley and I had willingly and promptly given up our Network, I think we could have gotten a million or two. Now, because of our ("stupid"?) foot-dragging, and "independent" attitude I fear there's no more money likely from them. This is part of the background.

After reading the fine Kellogg Report on Continuation Centers (and it was a marvelous report of a most significant Kellogg contribution to United States Education) I was tempted to write you, proposing that Kellogg consider a grant for a national Center building for us in Washington, in which would be housed our Legal, Research, Teacher Development, Professional Standards, Engineering, Publications, and other service departments. Frankly, I didn't have the nerve, in view of all you've already done for us. But this is what we need: capital, plus an endowment so we are not always fighting for survival.

But the attitude of so many is that ETV (and even radio, for which Ford has virtually no interest, except as it relates to the Center) is Ford's field, and they don't want any part of it. The danger of being swallowed up in later Ford creations, as our Network now is in danger of being, doesn't make it easy. It is only our ethics or stubborn convictions about United States Education which have prevented our getting lots of Ford money, I believe. But that's a tough one to explain to someone we don't know as well as we know you.

You may be interested to know, though, that we've discussed these concerns with Roy Hall, Commissioner Derthick and others -- who share them.

This letter, as well as the attached materials, was greatly overdue, Maurice. Trips and pressures have been hectic, however. For a couple of boys with a small staff (and me on the road so much) it keeps us busy trying to compete with the hundred-man staffs of some of the groups mentioned.

And if you have a good date to recommend, for a chat, let us know. Incidentally, Harley and I will be going to East Lansing for a meeting March 14 - 15 (going up on Sunday the 13th). Would March 16 (preferable) or 17 (if we stay over) find you "at home"? If so, we'd like to touch "home base" with you. I had planned to write you in the next few days about this anyway.

Sincerely,

Harry J. Stornia
President

HJS:jp

BLCC: Mr. William Harley
Mr. Richard Hull
Mr. Frank Schooley
Mr. Robert Schenkken
Mr. James Miles
Dr. John Schwarzwalder
Mr. E. A. Hungerford

P.S. to recipients of CC: By some slip-up, Kellogg got copy of our "broadside" to "new" foundations. Thought this was a good time to fill him in.

14 Gregory Hall
Urbana, Illinois

February 3, 1960

Dr. Maurice F. Seay
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I had already drafted a note of gratitude for the fine dinner and the chance to talk with you in New York — when along came your note, setting aside March 16 for our meeting. I'll be there. I'll let you know later the time of arrival, and whether I'll need a Hotel reservation.

The reason I say "I", is that we heard from Jack White, when we saw him, that John Ivey had called a Board meeting of the Learning Resources Institute for March 16. This may keep Bill away — unless it can be changed. In that case, with your agreement, I will see if Dick Hull (who has kindly agreed to serve as "Consultant to the President"), or possibly Frank Schooley can join me. If not, I'd still like to come, even if only by myself, and dates are hard to find.

No great victories on our New York trip. But we did find considerable appreciation for our dilemma — not because it's NAEB but because it seems to be typical of the problem of many. We shall need to do considerable following up.

Once again, our sincere thanks.

Cordially,

Harry J. Skornia
President

HJS:jp

CC: Mr. William Harley - Enclosed photo of Seay-Little

BLCC: Mr. Richard Hull
Dr. Charles Schuller

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

February 2, 1960

RECEIVED
NAEB HEADQUARTERS
FEB 3 1960
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

March 16 would be a good day for you and Bill Harley to visit with us in Battle Creek. Dr. Morris and I are reserving as much of the day as you care to use.

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf
cc: Dr. William Harley

file
Kellogg

February 17, 1960

Mr. Horace B. Powell
Publications Director
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Mr. Powell:

Our congratulations on your very impressive annual report for 1959.

We are pleased with the NAEB inclusions. If there is anything we can do to be of help along these lines in the future, please let us know.

I don't know whether or not you see copies of our publications, as I believe they are all addressed to Mr. Seay. If not, you might be interested in the enclosed current issue of the NAEB Journal.

Sincerely yours,

(Mrs.) Betty McKenzie
Publications Editor

bmck/ea

Enclosure

January 13, 1960

Mr. Horace B. Powell
Publications Director
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Mr. Powell:

Thanks very much for sending on to us the color separations of the NAEB Radio illustration. I just wanted you to know that we have received it all right.

We will be looking forward to receipt of your annual report.

Sincerely yours,

(Mrs.)Betty McKenzie
Publications Editor

bmck/ea

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

HORACE B. POWELL
PUBLICATIONS DIRECTOR

PHONE WO 8-8118

January 11, 1960

RECEIVED
NAEB HEADQUARTERS
JAN 12 1960
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Miss Betty McKenzie
Publications Editor
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Miss McKenzie:

We advised our printer that you could use an inked copy of the drawing which illustrated "NAEB Radio" and is being carried in our forthcoming Annual Report. The printer advised that they merely took the pencil drawing which you furnished, cleaned it up and retouched it directly on their negative. The printer has sent to us, and we are relaying to you, gloss prints of the separated colors and these prints, according to the printer, should be exactly what you need for any future reproductions.

Thank you, indeed, for your cooperation. We hope that you like the NAEB presentation as carried in our Annual Report which you should receive shortly after January 20.

Very sincerely yours,

HBPowell

Horace B. Powell

HBP:dc
enc.

Kellogg Correspondence

Harley

14 Gregory Hall
Urbana, Illinois

March 31, 1960

PERSONAL

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I promised to let you know the results of discussions in New York.

I hasten to do so upon my return from this and other trips.

Generally the atmosphere reduced itself to encouragement by Ford's Armsey to "merge" the many organizations into a single one. Jack White proposed an NEB (National Educational Broadcasting) Center with International, Legal, Engineering, Member Services, Professional Development, TV Program, Radio Program, Research, and other departments -- each headed by a vice president. The whole would be headed by a President (viz. White). The NAEB would become a department, much as DAVI (The Department of Audio-Visual Instruction) is in the NEA with an Executive Secretary heading it. In this status its own Board would still be elected, and would be represented on the NEB Board, etc.

The great sense this makes is the implication of Armsey (for Ford) that they could give this one unified organism a lot of money (permanent endowment, etc.). White (who feels he knows) seems to be thinking in terms of fifty or more million dollars.

For our part we don't oppose "Federation." But (when we see the proposal Jack White is to draft and send us) we are inclined to think, if this happens, that perhaps a new and sovereign "Council" as the umbrella is needed, rather than the Center's becoming this. In such a merger we're inclined to think each organization will give up something though the movement should gain in unity and strength. Provisions for "state's rights" as opposed to the Central Council's rights would also have to be insured.

We are wrestling with problems like: if we don't go along, are we eight-balls, preventing the creation of tremendous (as opposed to rather weak) services to

education in all these areas? Versus, of course, concerns about a single monopoly. (Even the NEA has competition in the ACE, etc.)

Having been given by Ford funds with which to hire a large and go-getting fund-raising staff, the Center has most fund sources pretty well cornered, it seems. They, in turn, have engaged or retained most of the best available fund-raising firms.

Roughly (here a double-edged word) I guess it all reduces itself to money. White has (as he says frequently) some eleven million, with it growing every day. This is a new "ethic" for a chap like Skornia who had normally not always evaluated progress in quite such fiscal terms.

We hope to have a "proposal" from White along these lines soon, as I mentioned. This will be discussed by our Board in Columbus along with his "network merger" proposal. To attract us it must at least contain provision for the NAEB's continuance as an entity (electing its own officers and directors) as much as possible, and assurance of adequate fiscal support for the future. Even then, of course, I have misgivings. Perhaps we may yet "strike" funds in time to say "no thanks" with more confidence and firmness than we have recently been able to muster. It's a little difficult to dislodge "faits accomplis" of the dimensions now confronting us. This includes the Center's plans (with Ford funds and support) for Washington -- which include not one but several lawyers, etc.

As I seem to say each time, lately, we hope to know more about all this soon. I wish the story were brighter right now. And thanks for your understanding and interest.

Sincerely,

Harry J. Skornia
President

hjs:rs

Blind CC: Mr. William G. Harley
Mr. Richard B. Hull
Mr. Frank Schooley
Mr. James Miles

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 5-1221

April 14, 1960

RECEIVED
NAEB HEADQUARTERS
APR 15 1960
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for this letter of March 31 and the interesting news which it contains. We do appreciate very much your keeping us informed.

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf

14 Gregory Hall
Urbana, Illinois

May 9, 1960

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I think I told you some time ago, that the travel I've had to carry on was getting too much. I need time to have a vacation and do things with the kids before they are gone. I had expected, when I took this job, that Illinois might want me as a Professor. That time has now come. I've several times in the past turned down offers, because NAEB was on the threshold of something. I don't think I can, this time, and have notified our Board accordingly. A search Committee will seek a successor.

The transfer of the Network to the Center will be voted on at the October Convention, which will be my last performance as President. I think we'll by then have a Washington office open -- and manned. We won't have lavish funds, but should be able to "make it." Meanwhile we'd like to continue to use Kellogg funds for operation here, where we move into two houses in July. In fact, I think the future looks increasingly promising -- so it won't be thought I'm leaving because I'm "fed up." I had to decide on the Illinois job here and now. Since it means I don't need to move -- a factor when there are children in school -- I felt I should not pass it up.

Will keep you informed as various documents and developments are available. Meanwhile, best wishes.

Sincerely,

Harry J. Skornia
President

HJS:jl
CC: Mr. William Harley

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 5-1221

May 11, 1960

RECEIVED
NAEB HEADQUARTERS
MAY 12 1960
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

Your letter of May 9 to Dr. Seay arrived during his absence from the office. Dr. Seay is attending a meeting in Chicago and will return to the office next week at which time your letter will be brought to his attention.

Sincerely yours,

Jane Faurot

(Mrs.) Jane Faurot
Secretary to Dr. Seay

jf

WESTERN UNION TELEGRAM

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DR WILLIAM G HARLEY, PRES NATL ASSN OF EDUCATIONAL BROADCASTERS

DEUPONT CIRCLE BLDG WASHDC

BECAUSE WE NEED TO MAKE YOUR NEXT PAYMENT SOON PLEASE RUSH

PROGRAM REPORT CERTIFIED FINANCIAL REPORT AND PROPOSED 6-62

BUDGET

MAURICE F SEAY KELLOGG FOUNDATION.

Kellogg

August 9, 1960

Maurice:

It now appears that Bill Harley will, at least for a year, take over as President. If all goes well he will open a small office by September 1 in Washington, for himself and a secretary -- leaving the rest of the staff in Urbana.

The transfer of the Network to the Center looks increasingly more likely -- though it won't be decided until October at San Francisco. Hope we'll see you there.

Sincerely,

BLCC: Mr. Harold Hill
HJS:jl Mr. William Harley
President

14 Gregory Hall
Urbana, Illinois

August 9, 1960

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Thanks very much for your August 8 letter. Since Harold Hill, our fiscal officer, approved this before leaving, but is now away on vacation, I hope and trust the certification now provided is satisfactory.

We are seeking to adhere carefully next year to the budget earlier approved by you, which provides for $36,800.00 to come from the W. K. Kellogg Foundation. A copy of this budget, now approved by the Board, is attached.

The program report is not yet fully on stencil. I am trying to expedite this, and hope we can get you a copy of this, within two weeks, to complete our report to you for the past year.

Once again, if there are other items you need, please let me know.

Most sincerely,

Harry J. Skornia
President

HJS:jl
Enclosure Signed & Authorized Budget

CC: Mr. Harold E. Hill
Mr. William Harley

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 5-1221

August 8, 1960

RECEIVED
NAEB HEADQUARTERS
AUG 9 1960
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your financial report seems to be quite adequate in every respect except the matter of certification. We would like to have a copy certified to by your chief financial officer.

I am assuming that, since you indicate your 1960-61 budget total is $36,800, you are not planning any changes in next year's budget.

I hope that we will have this certified financial report and a copy of your program report within the next week or two, since we want to make this payment during the month of August.

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf
enclosure

14 Gregory Hall
Urbana, Illinois

August 18, 1960

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I am very pleased to be able to send you herewith, our Annual Report of the activities and accomplishments of the NAEB during the past year.

I know the entire report will be of interest to you. However, I would like to invite particular attention to pages 3-4, 19, 24, 28, 31, and 33.

This completes our reporting for the fiscal year 1959-60. I would like to express once again the appreciation of the NAEB for the support of the W. K. Kellogg Foundation. Without this support, the central part of these accomplishments in which we take such pride, would never have been possible.

Also attached as of possible interest -- particularly in view of reference to the W. K. Kellogg Foundation -- is a copy of remarks I shall be making at a meeting of educators being convened by the Canadian Adult Education Association in Montreal, September 3.

Sincere good wishes,

Harry J. Skornia
President

HJS:jl
Enclosures Annual Report
Remarks at CAE-CAE Meeting

August 14, 1961

Dr. Maurice F. Seay
Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

Fortunately, shortly after my letter August 9 the University of Illinois forwarded the financial information we needed and the fiscal report for the past year is enclosed herewith, in three copies. Since I, as President, am responsible for the management of the Kellogg Grant to the NAEB, Harold Hill as Administrative Vice President, is largely responsible for the fiscal affairs of the Association, we have both signed this letter as certification that the Grant from the W. K. Kellogg Foundation has been used as specified in the Grant and as outlined in the enclosed statement.

The program report has been finished and is in Urbana for duplication. Copies of this will be sent to you tomorrow (Tuesday, August 15) from that office. As soon as we receive copies here (a day or two later), I will send you another "safety" copy with a covering note.

I trust that the budget for the coming year, sent you earlier, the attached fiscal report for the past year, and the forthcoming program report provide you with the necessary information to permit you to issue the check for $26,800 for the final year of the Grant. However, if you have any questions, or desire any further information, please let me know.

Sincerely,

William G. Harley
President

Countersigned:

Harold E. Hill, Administrative Vice President

July 24, 1961

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Dr. Seay:

Another year of intense activity for the NAEB has drawn to a close, and I want to take this opportunity to thank you and the Kellogg Foundation for the very significant support that you have given our Association, not only during the past year, but during the past ten years.

As soon as we are able to get the necessary fiscal details from the University of Illinois' business office, we will forward to you a detailed financial statement for the fiscal year, July 1,1960-June 30,1961, together with a written report of our year's activities.

This past year has seen a new NAEB office opened in Washington, and we feel that our location in the Nation's Capital has enabled us to expand greatly our service to educational broadcasting. We have made some strides toward more complete self-support and are working on other possibilities. We are looking forward to another year of cooperation with you and the W. K. Kellogg Foundation, and I assure you that even though the Kellogg grant to NAEB terminates on June 30, 1962, we will still want to work closely with you in our mutual efforts to further educational broadcasting.

Sincerely,

William G. Harley

WGH:kfm

P. S. The next time you come to Washington, why not plan to drop up and see us in our new location. Harold and I would be pleased to fill you in on current developments.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
W. K. KELLOGG FOUNDATION
FINANCIAL STATEMENT
For Fiscal Year 1960-1961

Received from the W. K. Kellogg Foundation	$36,800.00	
Transferred from NAEB Income	19,165.00	
TOTAL	$55,965.00	
Expenditures (per attached report)	61,150.10	
BALANCE	$ 5,185.10	(1)

(1) Deficit Balance.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Headquarters Operation

Statement of Expenses and Income
for the Fiscal Year, July 1, 1960 - June 30, 1961

EXPENSES

Summary:	Budget	Cumulative Expenses	Budget Balance	
Operational Salaries and Wages	$30,800.00	$29,433.39	$1,366.61	
Travel and NAEB Meetings	3,500.00	7,666.31	4,166.31	*
Seminars and Workshops	6,000.00	5,843.67	156.33	
Supplies and Expenses	3,000.00	4,869.73	1,869.73	*
Materials Distribution	10,000.00	9,696.74	303.26	
Administrative Expense (5%)	2,665.00	3,640.26	975.26	*
Totals	$55,965.00	$61,150.10	$5,185.10	*

Salaries and Wages:				
President	$12,000.00	$12,000.00	$ -----	
Administrative Vice President	9,200.00	9,200.04	.04	*
Secretary	3,900.00	3,900.00	-----	
Clerk-Stenographer	3,000.00	2,938.75	61.25	
Retirement Benefits	2,280.00	1,390.32	889.68	
Workmen's Compensation	420.00	4.28	415.72	
Totals	$30,800.00	$29,433.39	$1,366.61	

Travel and NAEB Meetings:				
Executive Committee and Directors' Meetings	$ 750.00	$ 3,437.85	$2,687.85	*
Officer and Staff Travel	2,000.00	3,739.17	1,739.17	*
NAEB Committees	750.00	489.29	260.71	
Totals	$ 3,500.00	$ 7,666.31	$4,166.31	*

* Deduct - Deficit

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Fiscal Statement (Continued)

	Budget	Cumulative Expenses	Budget Balance
Supplies and Expenses:			
Mailing, Express, Freight	$ 1,000.00	$ 1,537.99	$ 537.99 *
Office Supplies and Expenses	800.00	1,056.39	256.39 *
Periodicals, Books, etc.	200.00	189.05	10.95
Telephone and Telegraph	400.00	493.05	93.05 *
Equipment (including parts replacement and repairs)	100.00	1,093.25	993.25 *
Publications and Reports	500.00	500.00	-----
Totals	$ 3,000.00	$ 4,869.73	$1,869.73 *
Materials Distribution:			
Editor-Coordinator	$ 7,200.00	$ 7,296.63	$ 96.63 *
Retirement and Workmen's Compensation	694.00	136.69	557.31
Collection, Publication and Distribution of Materials	2,106.00	2,263.42	157.42 *
Totals	$10,000.00	$ 9,696.74	$ 303.26

*Deduct - Deficit

September 27, 1961

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Enclosed is a copy of the pilot issue of Educational Radio-TV, just published by the NAEB.

Last April, our Board of Directors, realizing that there is a real need for a magazine of this sort, (a need not being filled by any other periodical), authorized the staff to proceed with the publication of a pilot issue. It was realized at the time that such a magazine would cost a considerable amount of money, but we felt that, if we did not fill this void in the educational broadcasting field, someone with purely commercial interests might well do so. This magazine, as you can see, is intended to serve a function that neither our more scholarly Journal nor our "family-house-organ" Newsletter can hope to provide. The advertising space in this pilot issue was sold for something less than actual cost, simply to have an issue that would reflect what we have in mind for such a publication if we can establish it on a permanent basis.

We sincerely believe that such a magazine is the next logical step in orderly improvement of our publication program, which has been possible during the past two years thanks to the funds provided for this purpose by the W. K. Kellogg Foundation. The $10,000 which has been earmarked annually in the Kellogg grant for publications has permitted us to hire a full-time editor, upgrade the quality of the Journal, and make complimentary copies available to educational leaders throughout the nation.

While we realize that the W. K. Kellogg Foundation has provided 11 years of operational support and cannot be expected to provide such support in the future, I feel that you might be interested in considering a two or three year grant for the special purpose of establishing and developing the enclosed publication, while continuing to upgrade the Journal (which can be permitted to become an even more scholarly professional publication if we have this new vehicle for the "how-to-do-it" articles, bookreviews, etc).

We believe that Educational Radio-TV can be put on a self-supporting basis within two or three years. In fact, we are confident that this new publication can become a source of extra income which can be used to help underwrite the operational expenses of the Association. This fact is borne out by such publications issued by similar professional organizations, such as Audio-Visual Instruction, published by the Department of Audio-Visual Instruction of the National Education Association, which now has enough advertising revenue to return some $15,000-20,000 a year "profit" to DAVI.

However, it will take time to build up subscriptions and advertising revenue, and it is for that intermin period that we will need support. We anticipate that publication of Educational Radio-TV and continuation of a full-time editor (plus the addition of more editorial assistance) and continued up-grading of the Journal will cost us approximately $20,000 a year for the next two or three years. Frankly, as you well know, the Association cannot now afford that sort of "deficit" financing.

Therefore, simply as an exploratory gesture, I thought I would inquire whether or not you feel there is a possibility of the Kellogg Foundation considering such a grant to the NAEB. If you feel that this matter is worth looking into further, we will be happy to prepare a more to prepare a more formal presentation for your consideration. And we would appreciate any comments you would care to make about Educational Radio-TV .

Sincerely,

William G. Harley

WGH/mmm

P. S. You will be getting a more formal invitation, but I do hope you can join us for our convention this year, October 22 - 26.

blc: Richard Hull
Raymond Hurlbert, Frank Schooley

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

October 3, 1961

PHONE WO 5-1221

Dr. William G. Harley, President
National Association of Educational Broadcasters
DuPont Circle Office Building
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Dear Bill:

The pilot issue of Educational Radio-TV is indeed interesting and attractive. We certainly wish for you great success in this new undertaking.

On the other hand, a review of our commitments and current fields of interest lead to the conclusion that we could not give serious consideration to a formal proposal which you might make for support from this Foundation to aid in financing this new publication.

I am not sure at this time whether or not I can attend your convention. If I am unable to do this, I will be in Washington sometime during the fall months and hope to visit with you.

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf

RECEIVED
NAEB HEADQUARTERS
OCT 5 1961
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W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

July 26, 1962

PHONE WO 5-1221

Dr. William G. Harley, President
National Association of Educational
Broadcasters
1346 Connecticut Avenue
Washington 6, D.C.

Dear Bill:

Yes, we do share with you in the conclusion that our funds granted to the NAEB have been very effectively used. We shall look forward to reading the final reports which you are to submit. And we hope to be kept informed concerning the progress of your Association.

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf

RECEIVED
NAEB HEADQUARTERS
JUL 30 1962
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Copy sent R B Hull 8/9/62.

July 24, 1962

Mr. Maurice Seay
Director, Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

June 30th brought to a close eleven years of Kellogg support for the NAEB an association marked, I believe, by mutual professional and personal respect and regard.

The initial grant enabling NAEB to establish a headquarters office and set up the Tape Network, launched the Association into a new era of expanded service and professional operation; the continuing Kellogg Foundation support enabled us to strengthen and consolidate these gains and lay the groundwork for affording continuing service and growth. It is this unique support which has made it possible for NAEB to command increasing respect and recognition nationally and internationally each year. No single development in the history of NAEB has had so affirmative an impact.

And, over the course of more than a decade, you and your associates have been sympathetic and understanding, listening to our trials and tribulations, putting up with our foibles and follies. For this, too, we are grateful.

It is our conclusion, in which we hope you share, that through its generous support of NAEB, the W.K. Kellogg Foundation has helped in a very positive way to help insure that the benefits of the electronic media are used increasingly to the greater dignity, integrity and efficiency of American education and our society.

In all sincerity, we of NAEB want to express again our lasting gratitude and abiding appreciation.

Sincerely yours,

William G. Harley

WGH:pw

P.S. A final financial statement and the annual report will be along shortly.

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 5-1221

November 26, 1962

Dr. William G. Harley, President
National Association of Educational
Broadcasters
1346 Connecticut Avenue
Washington 6, D.C.

Dear Bill:

Your letter of October 31, the financial statement, and the program report which you enclosed make it possible for us to close the file on your Foundation-supported project. Your financial report shows that you had a deficit for the year of $8,183.83. This deficit, we assume, was cared for with funds from other sources.

We are glad that the Association has had a successful program and growth during the period of the Foundation grant. We congratulate you and your colleagues and wish for you continued success.

Sincerely,

Maurice F. Seay

MFS:jf

RECEIVED
NAEB HEADQUARTERS
NOV 29 1962
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October 31, 1962

Mr. Maurice Seay
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

Enclosed are three copies of our financial statement reflecting expenditures for our Headquarters operation, and the relation thereto of the support received from the W. K. Kellogg Foundation, for the fiscal year 1961-1962.

I am also enclosing three copies of our annual program report, which you will notice has an improved format and includes reports from our committee chairmen.

I am sorry for the delay in submitting these reports to you, but, as Harold Hill explained to you on the phone several weeks ago, we changed our time of reporting this year from July to the time of the annual convention. Thus, the program report was prepared for presentation to the members last week in Philadelphia.

Again, may I express our sincere appreciation for the support the W. K. Kellogg Foundation has given us over the past eleven years. I believe evidence that your initial faith in providing for our first permanent office and staff is to be found in the fact that our Network operation has been completely self-supporting for the past seven years and the Headquarters operation this year achieved a little better than 70% self-support.

We also appreciate your personal interest and friendliness over the years and we hope that we may continue to call on you for counsel.

Sincerely yours,

William G. Harley

WGH:pw
Enclosures

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
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and Wisconsin Historical Society.

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